

INTRODUCTION

On the third Monday in January, Americans across the country will celebrate the national holiday honoring the life and work of Dr. Martin Luther King, Jr. As they have since 1994, thousands of Americans will remember Dr. King by serving in their communities—by making the holiday “a day ON,” not “a day off.”

During his lifetime, Dr. King sought to forge the common ground on which people from all walks of life could join together as equals to address important community issues. Service, he realized, was the great equalizer. As he once said, “Everybody can be great, because everybody can serve.”

In recognition of that spirit, Congress in 1994 passed the King Holiday and Service Act. Since then, the Corporation for National and Community Service, in partnership with the Martin Luther King, Jr. Center for Nonviolent Social Change, Inc., has taken the lead in helping to transform the King holiday into a day of service to meet community needs.

Last year's Martin Luther King Jr. Day of Service was the biggest and best ever, with tens of thousands of volunteers across the nation paying homage to the slain civil rights leader's life and teachings by serving in a variety of projects in their communities.

As the third Monday in January approaches, you can build on the success of past years and help make community service a common expectation for future King holidays.

This toolkit is intended to give you ideas for projects, help you plan and run a successful event, connect with partners, promote your project to the media and the public, and manage volunteers effectively. Additional information is available at www.mlkday.org. If you have further questions, you can contact the Corporation for National and Community Service at (202) 606-5000, ext. 278, or by email at mlkday@cns.gov.

GOOD LUCK WITH YOUR SERVICE PROJECT!

IDEAS FOR PROJECTS

The King Day of Service is a way to transform Dr. Martin Luther King, Jr.'s life and teachings into community service that helps solve social problems. That service may meet a tangible need, such as fixing up a school or senior center, or it may meet a need of the spirit, such as building a sense of community or mutual responsibility. How ambitious you choose to be depends on you—and on your community's resources. Here are some examples of what others have done in recent years. Descriptions of additional projects can be found at www.mlkday.org:

- In Atlanta, Ga., Hands On Atlanta joined with the Martin Luther King, Jr. Center for Nonviolent Social Change, Inc. to hold a Citizen Service Summit that concluded with the conversion of a house into an after-school center in the Sweet Auburn neighborhood.
- In Philadelphia, Pa., and Camden, N.J., more than 25,000 citizens engaged in a wide variety of service activities, from training 800 people to be year-round tutors to preparing meals at homeless shelters.
- In Houston, Tex., Interfaith Ministries and employees of Shell joined forces to host ecumenical services to honor the memory of Dr. King on the Sunday before the holiday, then participated in service projects on the holiday itself. Projects included teaching children about Dr. King, organizing art and writing projects, and restocking the shelves at the Houston Food Bank.
- In Brooklyn, N.Y., volunteers with the Lutheran Medical Center and Sunset Park Family Health Center organized a community-wide book drive and other activities geared toward improving literacy as part of the America's Promise campaign to improve the prospects of the nation's youth.
- In Zuni, N.M., AmeriCorps members, Senior Corps volunteers, area firefighters, and youth volunteers—under the direction of the Pueblo of Zuni—cut and stored firewood to be used to help poor and elderly people stay warm in the winter.
- In Sarasota, Fla., the Volunteer program of the Volunteer Center of Sarasota used the three-day holiday weekend to renovate a local park, which was dedicated on Martin Luther King Day.

As preceding examples demonstrate, service projects come in all shapes and sizes. Some are sponsored by single organizations, while others involve wide-ranging partnerships of charities, communities of faith, government agencies and businesses.

Some take place at the most local level—a school or a street—while others are citywide. Some are designed as single-day projects, while others continue long into the future. Some focus specifically on the life and teachings of Dr. King, while others draw on his message to unite people around a common goal. Here are some other ideas:

- Remove graffiti from a building and paint a mural
- Build a playground
- Participate in a neighborhood watch
- Bring meals to homebound neighbors
- Run a day camp for children with working parents
- Register bone marrow and organ donors
- Shovel elderly neighbors' walkways
- Arrange a health fair
- Teach seniors how to surf the Internet
- Devise craft projects for children in hospitals
- Make a public space accessible
- Serve meals at a homeless shelter
- Hold a workshop about Dr. King's life

THE POSSIBILITIES ARE ENDLESS!



**"EVERYBODY CAN
BE GREAT, BECAUSE
EVERYBODY CAN SERVE."**

— Dr. Martin Luther King, Jr.

GETTING STARTED

For volunteers, community organizations and others, a one-day service project can be a fantastic and transforming experience — or it can fall well short of that goal. A lot has to do with the way the day is planned. Your job is to make it a positive experience for everyone. The following tips will help you succeed at that task:

Start early. Make sure that you allow ample time to develop, organize and carry out your project. Come up with timelines and stick to them. Remember to take into account the breaks leading up to the King Holiday (Christmas, Ramadan, Hanukkah, New Year's), because people often are unavailable during those times. Make a checklist of everything you need to do. A sample checklist is on the inside back cover.

Set realistic goals. Volunteers and partners feel better about giving their time and resources when they see results. Remember, quality counts more than quantity: a small service project that gets things done is better than a poorly run, large-scale project.

Build partnerships. A service project is a great way to introduce your organization and your mission to potential partners and sponsors. Schools, area businesses, congregations and local government agencies make natural partners. So do volunteer centers, national service programs and local service clubs. By joining with others, you'll increase the size

and impact of your project. For more information on building successful partnerships, see page 6.

Involve your partners. Partners, sponsors and members of the community should be included in the planning and implementation of your project from the start. Don't just ask for their time, money or products—seek their input. Be sure to involve young people in this process. Make sure you clearly define responsibilities and roles. Spread the work and the fun among your partners.

Be inclusive. King Day service projects are a great way to reach out across neighborhoods and socioeconomic divides. Try to involve everyone in the community—young and old, rich and poor, people of differing faiths, races, and ethnic origin. Invite young people to give back through service. Ask those in public housing and shelters to lend a hand in their own communities.



Actively recruit volunteers. Volunteers don't just show up—you need to put in the effort. Your partners are good sources of volunteers. So are local congregations, schools, businesses, and community groups. Be sure to sign people up in advance and to keep in touch with them. For more ideas on working with volunteers, see page 8.

Choose projects carefully. Try to accomplish something meaningful to the community. If your project is important to your community, potential partners, volunteers and sponsors will want to help. Try to tackle projects that would not get done without the added energy of volunteers.

Be flexible. Choose a project that can easily be scaled up or down, depending on the number of volunteers you are able to attract. Have a contingency plan for a low volunteer turnout, and one for excess volunteers.

Anticipate transportation needs.

Transportation can be a logistical challenge, especially if you have to shuttle volunteers between sites. The kind of transportation you use—buses, vans, carpools, public transportation—will depend on several

factors, including your budget, the number of volunteers, and the distance they need to travel. Be sure to ask local churches or schools if they will lend you their vans or buses, which may not be in use on the holiday.

Reach out to the media. If you are planning a large project, advance coverage in local media outlets will draw attention to your event and attract additional volunteers. Media coverage the day of the event can heighten volunteer pride and ensure the success of future projects. More information on working with the media is available on page 9.

Tell us your plans. Use the form folded inside this toolkit or e-mail us at mlkday@cns.gov to tell us about what you are doing. We will spread the word about your event and help draw national attention to those who serve in honor of Dr. King's life and teachings.



BUILDING PARTNERSHIPS

Service projects can be a great way to spread the word about your organization and to reach out across barriers to attract partners and sponsors. The more broadly you cast your net, the more you will reflect the teachings of Dr. King—and the greater your success will be. Here are a few examples of the kinds of groups you should approach:

Groups with similar missions. Groups that are involved in the same issues as your organization—the future of young people, homelessness, literacy, health care, the environment—are a good place to start. Look for organizations that have made a commitment to strengthening your community and whose expertise you may need.

Civil rights groups and King holiday commissions. Dr. King gave his life in the civil rights struggle, and many organizations today continue to reflect his beliefs and ideology. These groups would make excellent partners for your project, as would a wide variety of African-American organizations, especially African-American historical associations or religious groups. Dozens of cities and states have King holiday commissions that plan ceremonies, lead observances and promote Dr. King's vision of America on the holiday. Alliances with those organizations would help to place the focus of your service project squarely on Dr. King's legacy.

Youth-serving organizations. Young people should be an important element of any service project. To get them involved, contact such organizations as America's Promise, Camp Fire USA, Boys and Girls Clubs, 4-H Councils, Big Brothers Big Sisters of America, Boy Scouts, Girl Scouts, YMCA, and YWCA. A guide on involving young people is available at www.ASC-online.org/yc.

Corporations, businesses, and unions. Invite corporations to join you early on as full partners. Ask companies in your community, especially those that have operations near a service site, to help with project planning and to pitch in with employee volunteers, as well as with funds and supplies. Trade unions also are actively involved in community events and are a good source of volunteers with special skills.

Schools and colleges. Many school districts have a community service requirement and are looking for partnerships to help students reach their goals. Start by approaching service-learning or community-service coordinators. If you are near a college

or university, contact the local service-learning center, campus service organization, or work-study office. Approach teachers, teacher associations, and sororities and fraternities.

State and national service organizations.

The Corporation for National and Community Service administers several programs that would make excellent partners for your project. Contact your local AmeriCorps, Learn and Serve America, or Senior Corps program; your state service commission; or the Corporation office in your state. To find your local contact, visit www.nationalservice.org/aboutus.

Faith-based organizations. Churches, synagogues, mosques and other places of worship have been partners in the King Service Day since its inception, and many—if not most—are already providing valuable services in their communities. Many congregations have King Day memorials but do not have special service projects on that day. Work with them to plan a combined day of reflection and service.

Sports teams. Professional and semi-professional sports organizations are supporters of a wide range of community initiatives. Players often participate in service projects and lend their names and images to good causes. Team owners and managers can provide free tickets to reward volunteers, or run promotional ads on their scoreboards or in their programs.

Media organizations. Television and radio stations, newspapers and cable networks typically are actively involved in community events or are willing to donate such services as placement of print ads and broadcasts of public service announcements. Media organizations can also help plan and support a public information campaign, produce materials for distribution, lend staff for the day—and even provide news coverage of your activities. Tips on using the media effectively can be found on page 9.

Government leaders. Don't be afraid to reach out to the elected leaders in your community; they can be extremely helpful in issuing a call to service and in getting partners on board. In the State of Washington, for example, Governor Gary Locke included information about serving on King Day in two state payroll mailings leading up to the holiday. Better yet, invite your mayor, county executive or governor to serve. In past years, even the President of the United States has participated in a King Day service project!

**"WE HAVE AN OPPORTUNITY
TO MAKE A BETTER NATION."**

— Dr. Martin Luther King, Jr.



WORKING WITH VOLUNTEERS

Most King Day projects rely on volunteers from the community to achieve their goals. How you manage your volunteers will play a large role in determining whether your project succeeds—and whether your organization will be able to build long-term relationships with a new group of volunteers. Here are some tips for managing volunteers effectively:

Recruit early. Sign up volunteers in advance of your event so you can get a good sense of the scope of your project and the kinds of support staff, equipment, food, and other materials you will need. Contact the media, distribute flyers, and reach out to partners and other local institutions as part of your recruitment effort.

Seek out diversity. Try to attract as large and varied a group of volunteers as possible. Youths, senior citizens and people of all races, religions, and ethnic backgrounds ideally should be part of the mix. A diverse group will best reflect the spirit of Dr. King.

Collect contact information. Have potential volunteers fill out a basic sign-up sheet that includes their name, address, phone number(s), e-mail address, and any special skills they may have. Be sure to send out reminders to your volunteers about a week before the project. The quickest, easiest, and least expensive way is via e-mail; use a phone tree or get volunteers to make calls to those without e-mail.

Use team leaders. Many projects benefit from having “team leaders”—specially trained staff members or volunteers who manage groups of about 10 to 15 volunteers each. In addition to managing the workday, team leaders often orient volunteers to the site, conduct reflections about the day of service, and distribute evaluations. Additional information on using team leaders is available at www.mlkday.org.

Treat your volunteers well. Food and entertainment at kickoff and closing ceremonies, giveaways of merchandise like T-shirts or hats, and volunteer award ceremonies are all good ways to build *esprit de corps* and a sense of involvement. Check in often to see how volunteers are doing. At the end of the day, distribute evaluation forms so the volunteers can give you feedback on how to improve their experience in the future. And don't forget to write thank-you notes!

WORKING WITH THE MEDIA

Using the media effectively is an excellent way to promote your project and educate the public about your organization's mission. By putting effort into media outreach, you can reach thousands of people in an instant. That publicity can help you find new recruits, reach new sources of funds, recognize hard-working volunteers and develop media relationships that will help you in the future. The following tips will get you started:

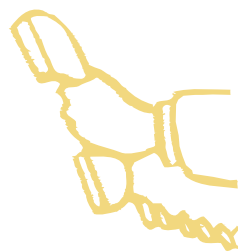
Develop a time line. The timing of your outreach effort depends in large part on the results you want to achieve. If you're depending on the media to recruit volunteers, you should start your media campaign as much as four to six weeks before your event. For inclusion in a community calendar, two to four weeks is necessary. TV and radio stations usually need several weeks' lead time to schedule an appearance on a talk show. One week's advance notice typically is sufficient if you're asking a reporter to cover the event itself. But remember: these are only guidelines. Be sure to check with the media outlets themselves to find out their deadlines.

Compile a media contact list. The list should include local and regional newspapers and magazines; local television, cable and radio stations; wire services such as Associated Press and Reuters; and special-interest media such as ethnic publications, college and community newspapers, church bulletins, and corporate and community newsletters. Most libraries have media directories that you can use; your state service commission

also can be helpful. Keep up with your local TV and newspaper coverage to identify reporters who cover social and community issues, or columnists who might be interested in your efforts.

Develop a pitch. Think about a succinct message or "pitch"—a few words that will convince the media that your story is interesting, timely and newsworthy. This message can be reinforced in your media advisory, press release and any interviews you give.

Write a public service announcement. Radio PSAs, which run at no cost to you, are a great way to recruit volunteers and to get the word out about your event. The message should be short but complete and include a phone number to call for more information. Send the announcement to the radio station's public service director and allow plenty of lead time.



CONTACT
THE MEDIA

Fax a media advisory. Five to seven days before the event, you should fax a media advisory to everyone on the press list. Keep it short and specific, including key information about the event—who, what, where, when, and why—and contact information. Be sure to fax the advisory to wire service “day-books,” which are the daily calendars of events that reporters use to plan their day. A sample media advisory is available at www.mlkday.org.

Write a press release. A press release gives a reporter a base for writing a story on your event. It's like a news article—except that you write it. Press releases can be written before the event to attract advance notice or attention or they can be written after the event, to inform the media about the day's accomplishments. Include quotes from organizers and participants, details of the project's goals and activities, background about your organization, and your contact information. A sample press release can be found at www.mlkday.org.

Work the phones. Follow up public service announcements, media advisories, and press releases with telephone calls to remind reporters and editors of your event. When you call newspapers, ask for the city desk; when calling radio and TV stations, ask for an assignment editor in the newsroom. Point out “photo opportunities”—times when photographers would be able to find lively scenes to shoot—and suggest interesting volunteers

whom reporters could interview. Do a final round of calls the morning of the event.

Write an op-ed or letter to the editor.

The editorial page is looking for material and is one of the most widely read parts of a newspaper. An opinion column or letter to the editor should explain how your project ties in with Dr. King's teachings and how the public can get involved.

Assemble a press kit. Each reporter at your event should receive a press kit that includes your press release, the day's agenda, fact sheets on the project and organizations involved, information on corporate sponsors and partners, background on Dr. King and the King Day of Service, and contact information. Make plenty of copies, and post the information on your website.

“LIFE'S PERSISTENT AND MOST URGENT QUESTION IS, 'WHAT ARE YOU DOING FOR OTHERS?' ”

— Dr. Martin Luther King, Jr.



Select a spokesperson. Identify one or two individuals to articulate your message to the press. Condense your message and get it down cold.

Practice doing interviews. Think sound bites: you probably will be on the air for a matter of seconds, so make the most of it.

Greet the press. Have a separate sign-in table for reporters and other members of the media. Also, make sure that a representative

of your group is on hand to greet the press and to introduce reporters to the project's spokesperson or director.

Clip stories. Make copies of all newspaper stories about your event and be sure to turn on the VCR to record any TV pieces that run. Collecting these materials will help you recruit for next year's project and thank your partners.

Say thanks. Be sure to thank reporters for good coverage. Like all of us, news people appreciate kudos for a job well done.

IS YOUR PROJECT NEWSWORTHY?

Although the King holiday is generally a slow news day, other events will be competing for the media's attention. Here are some ways to make your project more newsworthy:

Local interest. Pick a project that is of great concern in your community. You have a better chance of making the news if you can show that your project will be of interest to local readers, viewers, and listeners.

Direct tie-in to Dr. King. When you discuss your project with reporters or editors, emphasize how it ties in with Dr. King, stressing themes like justice, equality, and especially the concept of service.

Timing. Timing is everything when it comes to attracting coverage, especially from TV. The best time to stage your events, or invite press to them, is between 9:00 a.m. and 2:00 p.m. The later it gets, the less chance there is that stations will have time to roll a camera crew, edit the coverage, and get a story on the evening news.

After 3:00 p.m., TV coverage is usually lost unless you have breaking news. Newspaper reporters also need time to research and write their stories.

Celebrities. You are more likely to get media attention if you involve well-known people in your kick-off event or actual service project. Possibilities include athletes, entertainers, news anchors or weather reporters, elected officials, and business people.

Interesting visuals. For a TV reporter or a newspaper photographer, the "look" of your project is very important. TV cameras and newspaper photographers like sites where they see people in action. Anything that involves children usually makes for good visuals, but be sure to get permission from their parents ahead of time.

ORGANIZING THE DAY

Now that you've planned your project, built partnerships, recruited volunteers, and contacted the media, it's time to focus on the nitty-gritty of making sure that the day runs smoothly. Here are some tips to help you organize your event:

Work out a detailed schedule. Set up a detailed day-of-event schedule—and stick to it. A detailed schedule will help you coordinate transportation, security, entertainment, food, and supplies with volunteers and vendors. Be sure to allot times for lunch, breaks, cleanup, reflection, evaluations and travel. A sample schedule can be found on page 14.

Pay attention to logistics. Walk through the day from all angles. Can people get to the site? Are your service projects accessible to people with disabilities? Have you advertised that information? Do you have age limits for those serving? Do you accept children? Are the sites “family friendly”? What are the transportation alternatives? Who is managing your project sites? Have they been adequately trained? Should participants bring their own food? If a building is normally closed on the holiday, will the facilities (like bathrooms) be open? What happens if it rains or snows? Do you need security? Assess liability issues for each project site and take appropriate action.

Delegate authority. Make sure that you designate someone to make key decisions


(scale up, scale down, get more supplies, move indoors, etc.) on the service day and that he or she is accessible by phone to organizers, team leaders, and other key personnel.


Make checklists. One key to making your day of service run smoothly is to have as many people know what is going on as possible. Have a list of who is responsible for what and how to contact them, then distribute it to team leaders, site managers, hosts, and volunteer coordinators. Checklists for individuals who are managing parts of the day, such as transportation or supplies, are also helpful.


Prepare for the unexpected. Know where the nearest emergency facilities are located. Make sure you have a first aid kit, and someone trained to use it, at each site. Have a plan for early or late arriving volunteers, low or high volunteer turnout, weather contingencies and what to do if you don't complete your work. You can't be too prepared!

Document your project. Keep accurate records of your event. Don't forget to get quotes from project participants and visit www.mlkday.org for photo tips.


Although each project is unique, successful events typically incorporate the following similar elements:


 **REGISTRATION.** Registration for volunteers can take place either at the project site or at a special kickoff site. Giving out t-shirts or hats at registration is a good way to build a sense of excitement and common purpose among volunteers. Make sure to have a special check-in area for members of the media so you can keep track of who is covering the event and follow up with them if necessary.


 **KICKOFF CEREMONY.** A kickoff ceremony provides an excellent opportunity to educate volunteers about the life and teachings of Dr. King, as well as his commitment to service. It also is a great time to explain and showcase the work of your organization. Keep the program focused and short—generally, no more than twenty or thirty minutes. If you choose to hold the ceremony at a special kickoff site, it should have the look of excitement and be decorated with banners, balloons, posters and streamers. Invite a school or church choir to provide music, or consider asking a local civil rights leader to talk about Dr. King's life.

 **SITE ORIENTATION.** At the project site, team leaders should take volunteers on a “walk-through” of the day and give them specific instructions concerning the project and its goals. Volunteers should be told when they will break for lunch, whom to

contact in case of an emergency, and where to find restrooms, water, and supplies. The site orientation is also a good time for host agencies to talk about the services they offer and any ongoing volunteer needs they may have.

 **REFLECTION.** Sometime during the day, it is important to encourage participants to reflect on the life and teachings of Dr. King, as well as on their own service experience. Team leaders at the project site can conduct the reflection during lunch, or it can be part of a larger group exercise at the kickoff or closing ceremony. Sometimes, a single question—What issues would concern Dr. King today?—is enough to get the conversation started. For reflection and service-learning resources, go to www.mlkday.org.

 **EVALUATION.** Don't let your volunteers leave without soliciting their feedback on how they viewed their experience. Was the day rewarding? What were the most positive aspects? The least positive? What might have been done differently? The evaluation results will help you plan future events.

 **CLOSING CEREMONY.** Most organizers choose to end the day with an event that enables volunteers to share experiences, relax and have fun. Many closing events feature food and music. A festive atmosphere makes the day one to remember.

SAMPLE SCHEDULE

In this scenario, people arrive at a central location and are transported to service sites. You may choose to have people arrive at their service sites and gather together for a closing ceremony.

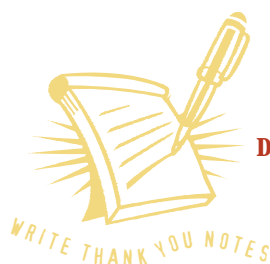
- ❑ **7:15 — 8:00 a.m.**
Volunteers arrive at registration, check in, receive t-shirts, and enjoy coffee and donuts.
- ❑ **8:00 — 8:45 a.m.**
Kickoff ceremony featuring welcoming remarks by event organizers, an introduction to Dr. King's life of service, and an overview of the day's activities. Instructions given about transportation to project sites.
- ❑ **8:45 — 9:00 a.m.**
Transportation to sites.
- ❑ **9:20 — 9:30 a.m.**
Volunteers regroup at site.
- ❑ **9:30 — 9:45 a.m.**
Volunteers break into groups of 10-15, meet with team leaders, and receive a site orientation. Team leaders take groups to assigned areas and distribute materials.
- ❑ **9:45 — Noon**
All volunteers go to work. Site supervisors and team leaders monitor work and supplies and suggest appropriate breaks.
- ❑ **Noon — 12:45 p.m.**
Lunch break. (This is a good time for performances and remarks on the legacy of Dr. King.)
- ❑ **1:00 — 2:30 p.m.**
Resume service project.
- ❑ **2:30 — 3:00 p.m.**
Clean up site and return supplies to central area.
- ❑ **3:00 — 3:15 p.m.**
Evaluation of service project experience by volunteers (forms to be distributed and collected by team leaders.)
- ❑ **3:15 — 3:30 p.m.**
Board transportation and return to registration site.
- ❑ **3:30 — 4:30 p.m.**
Closing ceremony with music and food to celebrate successes, swap stories, and thank hosts and volunteers.
- ❑ **4:30 p.m.**
Team leaders and site supervisors make sure clean-up is complete and the site is ready for use.

FOLLOWING UP

Even after your event has ended, you still have a little more work to do. The tips below will help ensure that future events are even better than the one you just completed.

Write thank-you notes. A successful service project requires the collective efforts of many people. Be sure to show your appreciation by writing thank-you notes to donors, partners, team leaders, volunteers, speakers, members of the media, and any others who

may have contributed time, goods, or money to your project.



Debrief your partners.

Organizers, sponsors, and key participants should meet soon after the event to discuss the project's strengths and weaknesses. Be sure to seek input from the host site and to conduct a comprehensive review of the volunteers' service-day evaluations.

Spread the word. Submit press releases, articles, photos, and other information about your completed event to your local newspaper and to the Corporation for National and Community Service. Be sure to post the information on your website and have it available for your partner organizations to post on theirs.

Keep in touch. Send copies of news stories and video coverage to sponsors and partners. Add your partners to your mailing list and keep in touch with them throughout the year.

"ALL LIFE IS INTERRELATED. THE AGONY OF THE POOR IMPOVERISHES THE RICH; THE BETTERMENT OF THE POOR ENRICHES THE RICH.

— Dr. Martin Luther King, Jr.



PARTNERS

AMERICA'S PROMISE

America's Promise was founded after the Presidents' Summit for America's Future in Philadelphia in 1997. At the summit, Presidents Clinton, Bush, Carter and Ford, with First Lady Nancy Reagan representing her husband, challenged the nation to make youth a national priority. Their mission is to mobilize people from every sector of American life to build the character and competence of our nation's youth by fulfilling Five Promises for young people. Visit www.americaspromise.org.

BEST BUY CO., INC.

Through its Children's Foundation and other company activities, Minnesota-based Best Buy Co. Inc. supports MLK Day service that involves and enhances the lives of children and youth. Visit www.bestbuy.com/about/communityrelations.

CAMP FIRE USA

Camp Fire USA is one of the nation's leading not-for-profit youth development organizations, serving over 650,000 participants annually. Camp Fire USA provides coeducational, outcome-based programs that include youth leadership, self-reliance, after-school groups, camping, environmental education and child-care in hundreds of communities across the United States. Visit www.campfire.org.

DO SOMETHING

Do Something, a national network of young people, will help schools from across the country celebrate Martin Luther King Jr.'s birthday by sponsoring the national Kindness and Justice Challenge, an educational and interactive introduction to character education and service. Visit <http://coach.dosomething.org>.

FIRST BOOK

First Book is a national nonprofit organization with a single mission—to give disadvantaged children the opportunity to read and own their first new books. Visit www.firstbook.org.

HABITAT FOR HUMANITY INTERNATIONAL

A nonprofit, ecumenical Christian housing ministry, Habitat for Humanity International seeks to eliminate poverty and homelessness from the world and to make decent shelter a matter of conscience and action. Visit www.habitat.org.

POINTS OF LIGHT FOUNDATION

The Points of Light Foundation is a nonpartisan, nonprofit organization devoted to promoting volunteerism and community service to help solve serious social problems. The Foundation works in communities throughout the United States through a network of over 500 Volunteer Centers. Visit www.pointsoflight.org.

UNITED WAY OF AMERICA

United Way of America is the national service and training center supporting member United Ways by helping them pursue dual strategies of adding value to the community and conducting cost-effective, donor-oriented fundraising to increase financial resources. Visit www.unitedway.org.

YOUTH SERVICE AMERICA

Youth Service America is a resource center and the premier alliance of more than 200 organizations committed to increasing the quantity and quality of opportunities for young Americans to serve locally, nationally, or globally. The group's mission is to strengthen the effectiveness, sustainability and scale of the youth service field. Visit www.ysa.org.